



SHEHAN DINUSHKA

[UNREGISTERED CUSTOMER]

AGE

22

CONTACT

0764891921

OCCUPATION

Student

WEBSITE

nalandabooks.lk

EMAIL

shehandinushka1@gmail.com

GOALS:

- Explore bookstore offerings and discover new books.
 - Make purchases without creating an account.
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PAIN POINTS:

- Hesitation to provide personal information or create an account.
 - Missing out on certain features or promotions.
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CHALLENGES:

- Saving items for later purchase and tracking order history.
 - Missing personalized recommendations.
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INTERESTS:

- Browsing genres, exploring bestseller lists, and finding hidden gems.
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TECHNOLOGY KNOWLEDGE:

- Comfortable with basic website features for online shopping.